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OFFICE OF GENERAL
COUNSEL

December 29, 2011

Robert E. Vall, Jr.
The Patterson Group
1187 Wilmette Avenue
Wilmette, IL 60091

Federal Election Commission
999 E. Street, N.W.
Washington, D.C. 20063

Re: MUR 6510

To Whom It May Concern,

This letter is provided as a response to the MUR noted, dated November 22, 2011 and extended to January 2, 2012 for a response to the matter under review.

My name is Robert Edward Vall, Jr. and in the MUR I am referred to with a middle name of Eugene which is not correct. My company, The Patterson Group, is a sole proprietorship and has been as a self-employed business since its inception. I contract with other staff for assignments on an as needed basis.

I have known Senator Mark S. Kirk and Rodie McCrugin since 1979 when I solicited Mr. Kirk for the media planning and buying for his first Congressional race, which he won. I have been a media professional since 1975 when I became the Media Director of the U.S. Army recruiting ad campaign as a Captain with the U.S. Army Recruiting Command at Ft. Sheridan, IL. I went off active duty in 1978 and remained in the U.S. Army Reserve, retiring as a Lt. Colonel after 31 years of service in 1990.

I remained in the media business since the 1970's, working for a number of national advertising agencies, to include being the Managing Director of Western International Media, and I established my own firm in 1988. I have taught media strategy, planning and new product development classes at Rice University, Vanderbilt University, Northwestern University and Loyola University of Chicago since 1994.

I have worked on political advertising campaigns for their media planning and buying since 1980 when I worked on Jim Ryan's campaign for Attorney General of Illinois, and Jack Ryan's campaign for Cook County State's Attorney. Both of those campaigns were successful. I also planned and bought radio for the Governor's General Election for the state of Michigan in 1990 for Jeffrey Feiger. In 2010, I planned and bought media for Joel Pollak's race for U.S. Congress.

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I met Dodie McCracken on the first Congressional campaign for Mark Kirk in 1999 and after that campaign was successful she joined Congressman Kirk's staff in Chicago. I subsequently worked on each of Congressman Kirk's five campaigns as the media planner and buyer.

In July, 2009 I started working on Congressman Kirk's campaign for U.S. Senate in the Primary election and continued on the General election up until September, 2010. I contracted with Dodie McCracken and she supervised the radio and television advertising development and production for the campaign. Further, Dodie McCracken provided me with guidance on media selection strategies (radio, cable and broadcast television) and markets to emphasize throughout the Primary and General election campaigns. She maintained nearly daily contact with me during the assignment on the Kirk for Senate campaign. My last payment to Dodie McCracken was made in September, 2010 at the completion of my assignment.

Thank you for your consideration of this response.

Sincerely,


Robert E. Vall, Jr.

